



ALASKA STATE COUNCIL ON THE ARTS

2015 LEGISLATIVE REPORT

We know that Alaska faces a stormy and uncertain budgetary situation. The Alaska State Council on the Arts, a lean and nimble agency within the Department of Education and Early Development, embraces this difficult but important moment. We know limitations drive creativity. To that end, we have written a bold five-year plan aimed at meeting key state needs:

- **Growing Alaska's economy** by stimulating its creative sector
- **Amplifying Alaska's public investment** in the arts with new private and earned revenue streams
- **Cultivating Alaska artists beyond grant making**, through professional development and state, national and global networking opportunities
- **Improving education outcomes** by effectively integrating the arts

Beyond challenges, Alaska has tremendous advantages, among them stunning landscapes, resident talent and proven tenacity. Through its support of arts and culture, and the people who create and sustain them, ASCA is poised to optimize Alaska's potential. This report showcases our emphasis on innovative strategies and adaptive leadership in service to our mission—representing, supporting and advancing the creative endeavors of citizens, organizations and agencies throughout Alaska. We are ready to serve.

THE ARTS MEAN BUSINESS.

Arts & Culture is a vibrant sector in Alaska.

From our rich and diverse Native cultures to the state's 60+ museums, to individual artists selling work as small businesses, the cultural sector supports jobs, attracts outside investments and stimulates regional economies through tourism and consumer spending. This sector includes both for-profit and nonprofit arts-related activities. Non-profits include cultural organizations, museums, schools and community groups supported in part with state and federal public funds awarded and monitored by the Alaska State Council on the Arts.



Art is what draws people into local cafes, bars and retail outlets.

BLUES MUSICIAN,

The Arts Economy of Southeast Alaska, 2014



Anchorage Economic Development Corporation's "Live. Work. Play" initiative ... relies in part on a thriving arts environment. In addition to the substantial direct economic impact ... the arts can help keep local businesses here and attract new businesses to Anchorage, which is critical to our efforts to diversify our economy."

BILL POPP, President and CEO, Anchorage
Economic Development Corporation



17,044

↑1%
2013

Alaskans work in arts
and creative industries



Creative industries
workers earned



\$505 MILLION
OR \$31,847 PER JOB

↑4%
2013



Creative industries
generated in sales



\$1.2 BILLION

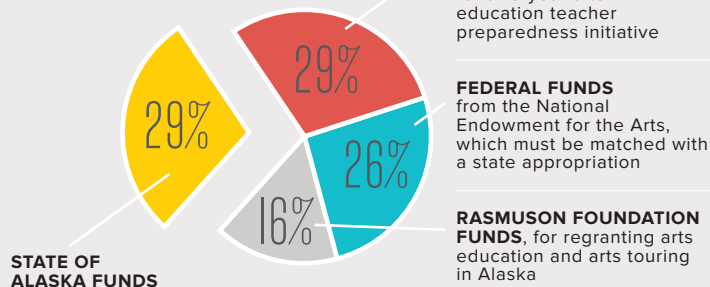
Nonprofit arts organizations
generated **\$35 million in revenue**
in 2014 plus another **\$95 million in**
gifts and contributions

GRANTS

The State's investment in the arts is well-leveraged and maximized at every opportunity.

ASCA receives federal and private funds that supplement the State of Alaska's investment in the arts. In FY15, ASCA awarded more than \$920,000 in grants to Alaska nonprofit arts organizations, arts professionals and artists. About 1/3, or \$310,000, came from the State of Alaska, with the rest provided through federal and private funds. ASCA's FY16 budget is comprised of:

ASCA'S FY16 BUDGET

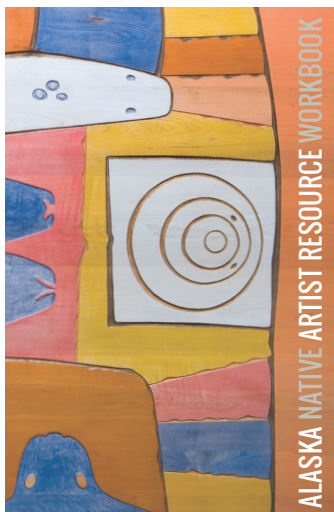


2015 PARTNERSHIPS & INITIATIVES

PROFESSIONAL DEVELOPMENT

ASCA partnered with The CIRI Foundation (TCF), a private foundation established by Cook Inlet Region, Inc. (CIRI), to research and create a professional development workbook for Alaska Native artists. In addition to targeted advice on business development, artist statements and resumes, the workbook offers guidelines for using traditional Native

materials in artwork sold on the market. Phase Two of this partnership includes workshops in Dillingham, Nome, Ketchikan and other parts of the state. ASCA regularly travels to rural communities to present Rural Arts Professional Development workshops with special emphasis on marketing and social media, and how to develop additional funding and support.



An image of Ron Senungetuk's carved wood panel diptych, *Old Bering Sea*, frames the contents of the newly published *Alaska Native Artist Resource Workbook*.

ALASKA ARTISTS IN HIGH DEMAND

ASCA fields more and more requests to engage the arts in a variety of non-arts programs and initiatives. In 2015, a 74-foot Lutz spruce near Seward became the Christmas tree for the U.S. Capitol. U.S. Forest Service and AK Geographic, in cooperation with ASCA, commissioned 10 Alaska artists to create custom ornaments. Templates of their designs allowed citizens to customize and contribute 5,000 ornaments. ASCA enjoys similar partnerships with the State Parks and the early childhood development organization, thread. ASCA partnered with the state Department of Economic Development to place artwork in a "Made in Alaska" home at the Alaska Home Show.

ASCA has also facilitated the integration of artistic programming at statewide conferences—Foraker's 2015 Leadership Conference and the Alaska Travel Industry Association's 2015 annual convention. These opportunities highlight Alaska artists, help them expand their markets, and stimulate the Alaska creative economy.



Fairbanks artist Sara Tabbert created a painted wood ornament for the People's Tree with the theme, *From the Great Land, A Great Tree. A gift from Alaska to the Nation.*

Photo © Hal Gage

In Bethel, Partners in Growth works with ASCA to promote regional entrepreneurial growth and preserving traditional Yup'ik arts and crafts. The Artists-as-Entrepreneurs workshops are outstanding examples of excellent instruction, a result of ASCA's commitment to artists, arts and crafts, and economic growth within Alaska.

REYNE ATHANAS, Bethel Yupiit Piciryarait Cultural Center

\$920,000

GRANTS



ALASKA NONPROFIT
ARTS ORGANIZATIONS

ARTS PROFESSIONALS

ARTISTS



2015-2020 STRATEGIC PLAN

ASCA's strategic priorities for the next five years

engage initiatives that promote the value of arts to the Alaska economy, provide leadership in shaping public policy, and foster new collaborations to support the arts and nurture creativity through arts education.

ART IN PUBLIC PLACES (AIPP)

In 2015, ASCA managed 21 art commissions through State of Alaska Percent for Art contracts, and informally advised on two others. ASCA earns contract revenue managing the University of Alaska and the Ted Stevens International Airport public art programs. In 2014, we expanded our partnership with the airport by instituting a new Arts & Culture Committee.

AIPP includes the popular Contemporary Art Bank and in FY15 we processed 102 loans of art, displayed for up to two years. The collection of 700 pieces by contemporary Alaska artists has two goals:

- expose more Alaskans to high quality work through art loans in public spaces
- provide support for professional Alaska artists by purchasing their work



Photo © Chris Arend

CULTURAL TOURISM

The State of Alaska Department of Commerce, Community and Economic Development reports that 2013-14 was a record-breaking tourism year for Alaska, with nearly 2 million visitors. Recognizing the importance of arts and culture tourism to the economy of Alaska, ASCA has built a strong relationship with the Alaska Travel Industry Association (ATIA). ASCA sponsored a significant keynote speaker on cultural & heritage tourism at an industry conference in 2013. In 2014, we introduced an Arts and Cultural Tourism resolution at the ATIA policy summit, approved in December. In October 2015, we partnered to convene a Cultural Tourism Summit, which resulted in a new Arts and Cultural Tourism Chapter for ATIA.

“

Culture, heritage, arts and the people of a community are important threads to creating ... a potential travel destination for visitors. These same community attributes ... attract economic activity through tourism ...

”

SARAH LEONARD, President and COO,
Alaska Travel Industry Association

“

You don't want the airport to look like a prison or an institution. Traveling is stressful enough. Anything we can do to get travelers here, have them take a breath and relax for a second ... We would love to see some sort of performance art or cultural crafts.

”

JOHN PARROT, Managing Director ANC airport,
hires ASCA to manage public art

“ I operate as a small business. On a \$100,000 art project, I will spend 90% on supplies, materials and subcontracted labor. I hire local. ”

PAT GARLEY, artist and owner of Arctic Fire Bronze studio and foundry, Palmer

2015 PARTNERSHIPS & INITIATIVES *cont.*

ARTS EDUCATION INITIATIVES

ASCA is at a pivotal moment in its arts education work. In addition to State and NEA funds that support artist residencies and policy-based arts education strategies, ASCA is an intermediary funder of arts education initiatives for both Rasmuson Foundation and Margaret A Cargill Foundation (MACF). Historically, ASCA has been a pass-through intermediary, providing “traditional” grants to schools, districts and arts organizations. However, the 10-year MACF arts education initiative will provide significant funding to allow us to re-think our intermediary role and use these multiple funding streams for greater impact on education in the state. ASCA has begun a conversation with statewide education and policy leaders on what a true Collective Impact approach to arts education can look like and how it can be implemented effectively in an Alaska context.



Students in grades 3 to 6 at Anne Wein Elementary in the Fairbanks North Star Borough School District share their spirit masks created during an Artists in Schools residency with Fairbanks artist Margaret Donat.

Photo courtesy of Fairbanks Arts Association

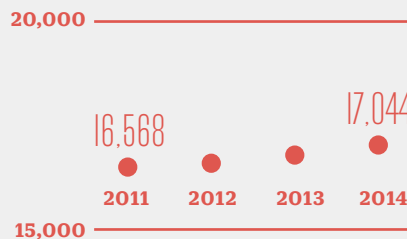


**ALASKA STATE
COUNCIL ON THE ARTS**

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ALASKA'S CREATIVE OCCUPATIONS

TOTAL EMPLOYMENT BY THE NUMBERS



A SAMPLING



“ We’ve had a strong partnership over many years with ASCA, much to the benefit of the Rasmuson Foundation and to the state as a whole. This has allowed us to leverage our resources for greater impact across the state. The state arts council is clearly the leader in terms of policy and innovation, and in convening the arts sector. The council has very strong leadership and a very pragmatic approach. They have strong ties with the business community, with policy makers, and with donors across the state. ”

DIANE KAPLAN, President and CEO, Rasmuson Foundation